

PROGRAM REVIEW

February 7, 2011

UNIT Sport Management DEPARTMENT Health, Human Perf & Recreatn COLLEGE College of Health & Human Se

GRADUATE _____ UNDERGRADUATE X

UNIT CONTACT PERSON _____

CHAIRPERSON SIGNATURE _____

DEAN SIGNATURE _____

EXECUTIVE SUMMARY UNDERGRADUATE

The Sport Management Program is one of only 40 undergraduate programs in the country which is approved by the Sport Management Program Review Council. Currently preparations are under way for accreditation of the Sport Management program. The Council on Sport Management Accreditation was formed in 2008 with plans to start accrediting programs in 2012.

The number of majors in the Sport Management program is very large and the SCH ratio far exceeds College, University, and Delaware Study averages. At this time there are very few FTE dedicated to this program. Additional faculty are required to allow this program to reach its true potential.

The cost of this program is very low. Inputs and outputs are in line with College and University means.

Program Review Final University Committee Chair Comments

I. SIZE, SCOPE, AND PRODUCTIVITY OF THE PROGRAM

Briefly describe the depth and breadth of your unit's offerings (Undergraduate).

The Sport Management Program is one of only 40 undergraduate programs in the country which is approved by the Sport Management Program Review Council. Preparations are currently being made for a movement to accreditation of Sport Management degree programs. This unit is currently preparing for accreditation. The Committee on Sport Management Accreditation was formed in July 2008 and preparations for accrediting programs are ongoing.

The Sport Management degree program requires 42 hours which includes a three credit hour practicum and a 12 credit hour internship. In addition to the practica and internship, the students spend many more hours in experiential learning activities. This degree program requires an additional minor in Business Administration.

SIZE and SCOPE DATA UNDERGRADUATE							
Measure	Minimum	Aspirational Target	Year				
			AY07	AY08	AY09	4	5
Majors UNIT Total	65	100	129	144	144		
Sport Management [BS/BS/SPMG]			129	144	144		
Minors UNIT Total			12	20	31		
Sports Management			2	20	31		
Sports Management (Minor)			10	0	0		
Completers UNIT Total	12	25	18	13	18		
Sport Management [BS/BS/SPMG]			18	13	18		
% Completion Rate 6 YR	70	95	67	50	80		
Unit - % Retention FS YR 1 -- F YR 2	50	90	59	80	46		
Unit - % Retention FS YR 3 -- F YR 4	70	95	85	74	71		
UNIV - % Retention FS YR 1 -- F YR 2			68	100	62		
UNIV - % Retention FS YR 3 -- F YR 4			88	86	79		
SCH On Campus FS			692	741	856		
SCH Off Campus FS			0	0	0		
SCH Total FS			692	741	856		
SCH Summer On and Off Campus			87	180	120		
SCHR (SCH ratios) On Campus Fall/Spring	165	236	306	411	388		
SCHR (SCH ratios) Off Campus Fall/Spring	0	0	0	0	0		
SCHR (SCH ratios) Total	165	236	306	411	388		
Delaware SCHR			209	241			
% of Sections with Enrollment < 10 (GR < 8)	10	0	18	33	0		

Area of Concern for Size and Scope Data (Undergraduate)

The Sport Management major is has been growing steadily and has reached the point that there is a need to offer a double sequence of most major courses. The minor

in Sport Management has grown steadily as well.

The 6 year completer rate increased to 80% in the 2008-2009 academic year. The 3 year average was 66%, below the minimum set by the unit. In any event the 6 year completion figures compare favorably to College and University figures. The unit retention rate for the 3 year average is above the minimum set; however the 1st to 2nd year retention for 2008-2009 fell to 46%, a precipitous drop from the 80% retention in 2007-2008. 3rd to 4th year retention is strong. Retention numbers compare very favorably to College averages, but lag slightly behind University averages.

The SCHR are through the roof. The ratios far exceed the College, University, and Delaware Study benchmarks. Summer SCH production through this program comes strictly from experiential learning activities through practica and internships. Off campus SCH shows a red flag but the minimum and aspiration target for this metric were both set at 0. There are no off campus offerings from this unit.

The percent of sections with low enrollment fell to 0 in 2008-2009. The percentages in all three years are below College and University percentages. In this unit the courses with low enrollment were graduate courses which were, with few exceptions cross listed with undergraduate courses which had sizable enrollments.

TEACHING PERSONNEL DATA UNDERGRADUATE							
	Minimum	Aspirational Target	AY07	AY08	AY09	Year 4	Year 5
Unit Full Time Faculty Number	2.00	3.00	1.00	1.00	1.00		
Unit Full Time Faculty Adjusted for Release	1.50	3.00	1.00	1.00	1.00		
Unit Full Time Faculty UG FTE			2.26	1.80	2.21		
Unit Regional Campus Faculty Number					0.00		
Other Teaching Personnel UG Number	0.00	1.00	0.00	0.00	0.00		
Other Teaching Personnel UG PTFTE	0.00	0.75	0.00	0.00	0.00		

Area of Concern for Teaching Personnel Data (Undergraduate)

I dare say that there is no other program at this University which has 140+ majors and one full time faculty member dedicated to that program. The Sport Management faculty actually equals 2, but only one teaches full time in that program. The other faculty member who advises in that area has teaching duties in other areas within the department, but teaches over half of his load in the Sport Management program.

This program also uses very few part-time faculty and has one graduate assistant. The number of students in the program has necessitated a move to increasing course offerings. Thus, the unit is having to offer many courses twice a year which historically have never been offered more than once per year. The fall of 2010 the unit will have its first part-time instructor.

This program does need another faculty member. Considering the SCHR data and the major and minor counts, it is evident that this unit is understaffed.

COMPARISONS UNDERGRADUATE										
	AY07		AY08		AY09		Year 4		Year 5	
	COLL	UNIV	COLL	UNIV	COLL	UNIV	COLL	UNIV	COLL	UNIV
% Completion Rate 6 YR	50.95	50.77	46.44	50.82	44.05	47.04				
Unit - % Retention FS YR 1 -- F YR 2	58.24	62.68	58.20	63.69	59.56	66.03				
Unit - % Retention FS YR 3 -- F YR 4	75.94	82.78	75.68	83.34	78.35	82.34				
UNIV - % Retention FS YR 1 -- F YR 2	67.28	62.81	67.43	63.69	69.37	66.13				
UNIV - % Retention FS YR 3 -- F YR 4	82.27	83.02	83.46	83.73	83.33	82.40				

SCHR (SCH ratios) On Campus Fall/Spring	250.00	262.00	253.00	261.00	226.00	248.00				
SCHR (SCH ratios) Off Campus Fall/Spring	263.00	227.00	161.00	290.00	143.00	213.00				
SCHR (SCH ratios) Total	251.00	242.00	257.00	265.00	214.00	242.00				
% of Sections with Enrollment < 10 (GR < 8)	24.28	17.54	23.88	17.42	35.59	22.70				

SIZE and SCOPE DATA SUMMARY UNDERGRADUATE

Measure	Mean	5 year Outcome	% of Aspiration Target	Trend
Majors UNIT Total	139.0	Aspiration	139	Irregular
Sport Management [BS/BS/SPMG]	139.0			Irregular
Minors UNIT Total	21.0			Improving
Sports Management	17.7			Improving
Sports Management (Minor)	3.3			Irregular
Completers UNIT Total	16.3	Needs Improvement	65.32	Irregular
Sport Management [BS/BS/SPMG]	16.3			Irregular
% Completion Rate 6 YR	65.7	Red Flag	69.11	Irregular
Unit - % Retention FS YR 1 -- F YR 2	61.7	Needs Improvement	68.51	Irregular
Unit - % Retention FS YR 3 -- F YR 4	76.7	Needs Improvement	80.69	Declining
UNIV - % Retention FS YR 1 -- F YR 2	76.7			Irregular
UNIV - % Retention FS YR 3 -- F YR 4	84.3			Declining
SCH On Campus FS	763.0			Improving
SCH Off Campus FS	0.0			Static
SCH Total FS	763.0			Improving
SCH Summer On and Off Campus	129.0			Irregular
SCHR (SCH ratios) On Campus Fall/Spring	368.3	Aspiration	156.07	Irregular
SCHR (SCH ratios) Off Campus Fall/Spring	0.0	Red Flag	0	Static
SCHR (SCH ratios) Total	368.3	Aspiration	156.07	Irregular
% of Sections with Enrollment < 10 (GR < 8)	17.0	Aspiration	0	Irregular

UNDERGRADUATE

Brief Conclusion from Data

This is a strong program with high enrollment and exceptionally high SCHR. This is all done with very few faculty.

Additional Data or Comments

Sport Management majors are required to complete the Business Administration minor. Some of the issues with the 6 year completer rate and the retention rate may be related to specific courses within that minor.

Plan to Address

With accreditation will come an admissions policy which will limit the number of majors who qualify to continue into the upper division sequence of classes. While this may decrease the major count it is likely to dramatically increase the minor count.

Brief Follow Up on Outcomes of Plans to Address from Last Review

An issue the unit and chair realized several years ago was one not unique to Southeast. Many athletes are not allowed to officially declare a major until their junior year. Thus, major counts were falsely low. Classes were overflowing but major counts were held down. In 2005, a sport Management major prerequisite was added to the junior level courses. This solved the problem and major counts soared.

In a previous review it was indicated that SM 465 would be removed. This was not done for programmatic reasons. The SM 465 helped the program to accomplish several objectives. The projected savings of \$667, were not worth the removal of the course.

Program Review Final University Committee Chair Comments

II. REVENUE AND OTHER RESOURCES GENERATED BY THE PROGRAM

REVENUE DATA UNDERGRADUATE					
Measure	AY07	AY08	AY09	Year 4	Year 5
All Courses - SCH Revenue					
On Campus FS	136,829.16	159,996.72	198,318.08		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	17,202.51	38,865.60	27,801.60		
Subtotal Revenue SCH	154,031.67	198,862.32	226,119.68		
All Courses - Fees Revenue					
On Campus FS	0.00	0.00	0.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	0.00	0.00	0.00		
Subtotal Revenue FeeS	0.00	0.00	0.00		
All Courses - Total SCH and Fees	154,031.67	198,862.32	226,119.68		
Univ Studies Crses - SCH Revenue					
On Campus FS	0.00	0.00	0.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	0.00	0.00	0.00		
Subtotal Revenue SCH	0.00	0.00	0.00		
Univ Studies Crses - Fees Revenue					
On Campus FS	0.00	0.00	0.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	0.00	0.00	0.00		
Subtotal Revenue FeeS	0.00	0.00	0.00		
Univ Studies - Total SCH and Fees	0.00	0.00	0.00		
SER/BC/ROM Crses - SCH Revenue					
On Campus FS	0.00	0.00	0.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	0.00	0.00	0.00		
Subtotal Revenue SCH	0.00	0.00	0.00		
SER/BC/ROM Crses - Fees Revenue					
On Campus FS	0.00	0.00	0.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	0.00	0.00	0.00		
Subtotal Revenue Fees	0.00	0.00	0.00		
SER/BC/ROM - Total SCH and Fees	0.00	0.00	0.00		
Major Courses - SCH Revenue					

On Campus FS	136,829.16	159,996.72	198,318.08		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	17,202.51	38,865.60	27,801.60		
Subtotal Revenue SCH	154,031.67	198,862.32	226,119.68		
Major Courses - Fees Revenue					
On Campus FS	0.00	0.00	0.00		
Off Campus FS	0.00	0.00	0.00		
Summer On and Off Campus	0.00	0.00	0.00		
Subtotal Revenue FeeS	0.00	0.00	0.00		
Major Courses - Total SCH and Fees	154,031.67	198,862.32	226,119.68		
Unit Revenue External Grants	0.00	0.00	0.00		

SUMMARY UNDERGRADUATE

Measure	Mean	Trend
All Courses - SCH Revenue		
On Campus FS	165,047.99	Improving
Off Campus FS	0.00	Static
Summer On and Off Campus	27,956.57	Irregular
Subtotal Revenue SCH	193,004.56	Improving
All Courses - Fees Revenue		
On Campus FS	0.00	Static
Off Campus FS	0.00	Static
Summer On and Off Campus	0.00	Static
Subtotal Revenue FeeS	0.00	Static
All Courses - Total SCH and Fees	193,004.56	Improving
Univ Studies Crses - SCH Revenue		
On Campus FS	0.00	Static
Off Campus FS	0.00	Static
Summer On and Off Campus	0.00	Static
Subtotal Revenue SCH	0.00	Static
Univ Studies Crses - Fees Revenue		
On Campus FS	0.00	Static
Off Campus FS	0.00	Static
Summer On and Off Campus	0.00	Static
Subtotal Revenue FeeS	0.00	Static
Univ Studies - Total SCH and Fees	0.00	Static
SER/BC/ROM Crses - SCH Revenue		
On Campus FS	0.00	Static

Off Campus FS	0.00	Static
Summer On and Off Campus	0.00	Static
Subtotal Revenue SCH	0.00	Static
SER/BC/ROM Crses - Fees Revenue		
On Campus FS	0.00	Static
Off Campus FS	0.00	Static
Summer On and Off Campus	0.00	Static
Subtotal Revenue Fees	0.00	Static
SER/BC/ROM - Total SCH and Fees	0.00	Static
Major Courses - SCH Revenue		
On Campus FS	165,047.99	Improving
Off Campus FS	0.00	Static
Summer On and Off Campus	27,956.57	Irregular
Subtotal Revenue SCH	193,004.56	Improving
Major Courses - Fees Revenue		
On Campus FS	0.00	Static
Off Campus FS	0.00	Static
Summer On and Off Campus	0.00	Static
Subtotal Revenue FeeS	0.00	Static
Major Courses - Total SCH and Fees	193,004.56	Improving
Unit Revenue External Grants	0.00	Static

UNDERGRADUATE

Brief Conclusion from Data

SCH Revenue is generated solely from major courses. There are no University Studies courses instructed by the single full-time faculty member in Sport Management. The revenue generated from the Sport Management courses has steadily increased from 2007 through 2009. Summer revenue dropped slightly in 2009 due to a dip in the number of students in internships and practica during this session.

Additional Data or Comments

The program faculty teach no University Studies, service, or Rom courses so there are no data to report for these categories.

Plan to Address

Nothing to report

Brief Follow Up on Outcomes of Plans to Address from Last Review

Last program review discussed strategies to increase enrollment, such as recruiting at high schools. The great increase in enrollment has driven revenues up.

Program Review Final University Committee Chair Comments

III. COSTS AND OTHER EXPENSES ASSOCIATED WITH THE PROGRAM

COSTS DATA UNDERGRADUATE					
	AY07	AY08	AY09	Year 4	Year 5
Cost Per Major	683.00	469.00	602.00		
Unit Costs per Major SCH - On campus FS	115.00	87.00	95.00		
Unit Costs per Major SCH - Off campus FS	0.00	0.00	0.00		
Unit Costs per Major SCH - Summer	115.00	57.00	47.00		
Unit Costs per Major SCH - Overall	115.00	81.00	89.00		
Unit Costs for Major Crses - On campus FS	78,340.00	58,168.00	81,091.00		
Unit Costs for Major Crses - Off campus FS	0.00	0.00	0.00		
Unit Costs for Major Crses - Summer	9,766.00	9,414.00	5,651.00		
Unit Costs for Major Crses - Overall	88,106.00	67,582.00	86,741.00		
Unit Costs per Univ Studies SCH - On campus FS	0.00	0.00	0.00		
Unit Costs per Univ Studies SCH - Off campus FS	0.00	0.00	0.00		
Unit Costs per Univ Studies SCH - Summer	0.00	0.00	0.00		
Unit Costs per Univ Studies SCH - Overall	0.00	0.00	0.00		
Unit Costs for Univ Studies Crses - On campus FS	0.00	0.00	0.00		
Unit Costs for Univ Studies Crses - Off campus FS	0.00	0.00	0.00		
Unit Costs for Univ Studies Crses - Summer	0.00	0.00	0.00		
Unit Costs for Univ Studies Crses - Overall	0.00	0.00	0.00		
Unit Costs per SER/BC/ROM SCH - On campus FS	0.00	0.00	0.00		
Unit Costs per SER/BC/ROM SCH - Off campus FS	0.00	0.00	0.00		
Unit Costs per SER/BC/ROM SCH - Summer	0.00	0.00	0.00		
Unit Costs per SER/BC/ROM SCH - Overall	0.00	0.00	0.00		
Unit Costs for SER/BC/ROM Crses - On campus FS	0.00	0.00	0.00		
Unit Costs for SER/BC/ROM Crses - Off campus FS	0.00	0.00	0.00		
Unit Costs for SER/BC/ROM Crses - Summer	0.00	0.00	0.00		
Unit Costs for SER/BC/ROM Crses - Overall	0.00	0.00	0.00		
Unit Costs per All SCH - On campus FS	115.00	87.00	95.00		
Unit Costs per All SCH - Off campus FS	0.00	0.00	0.00		
Unit Costs per All SCH - Summer	115.00	57.00	47.00		
Unit Costs per All SCH - Overall	115.00	81.00	89.00		
Unit Costs for All Crses - On campus FS	78,340.00	58,168.00	81,091.00		
Unit Costs for All Crses - Off campus FS	0.00	0.00	0.00		
Unit Costs for All Crses - Summer	9,766.00	9,414.00	5,651.00		
Unit Costs for All Crses - Overall	88,106.00	67,582.00	86,742.00		

COSTS COMPARISONS UNDERGRADUATE					
	AY07	AY08	AY09	Year 4	Year 5
College Cost per Major	2,909.00	2,641.00	2,280.00		
University Cost per Major	3,297.00	3,345.00	2,083.00		
Delaware Study Cost/SCH Unit	166.00	233.00	0.00		
College Cost per Major SCHR	210.00	205.00	245.00		
University Cost per Major SCHR	204.00	214.00	231.00		
College Cost per Univ Studies SCHR	186.00	104.00	90.00		
University Cost per Univ Studies SCHR	153.00	108.00	106.00		
College Cost per SER/BC/ROM SCHR	308.00	177.00	166.00		
University Cost per SER/BC/ROM SCHR	121.00	130.00	117.00		
College Cost per all SCHR	186.00	168.00	186.00		
University Cost per all SCHR	153.00	155.00	161.00		

SUMMARY UNDERGRADUATE		
	Mean	Trend
Cost Per Major	584.66	Irregular
Unit Costs per Major SCH - On campus FS	99.00	Irregular
Unit Costs per Major SCH - Off campus FS	0.00	Static
Unit Costs per Major SCH - Summer	73.00	Declining
Unit Costs per Major SCH - Overall	95.00	Irregular
Unit Costs for Major Crses - On campus FS	72,533.00	Irregular
Unit Costs for Major Crses - Off campus FS	0.00	Static
Unit Costs for Major Crses - Summer	8,277.00	Declining
Unit Costs for Major Crses - Overall	80,809.66	Irregular
Unit Costs per Univ Studies SCH - On campus FS	0.00	Static
Unit Costs per Univ Studies SCH - Off campus FS	0.00	Static
Unit Costs per Univ Studies SCH - Summer	0.00	Static
Unit Costs per Univ Studies SCH - Overall	0.00	Static
Unit Costs for Univ Studies Crses - On campus FS	0.00	Static
Unit Costs for Univ Studies Crses - Off campus FS	0.00	Static
Unit Costs for Univ Studies Crses - Summer	0.00	Static
Unit Costs for Univ Studies Crses - Overall	0.00	Static
Unit Costs per SER/BC/ROM SCH - On campus FS	0.00	Static
Unit Costs per SER/BC/ROM SCH - Off campus FS	0.00	Static
Unit Costs per SER/BC/ROM SCH - Summer	0.00	Static
Unit Costs per SER/BC/ROM SCH - Overall	0.00	Static
Unit Costs for SER/BC/ROM Crses - On campus FS	0.00	Static

Unit Costs for SER/BC/ROM Crses - Off campus FS	0.00	Static
Unit Costs for SER/BC/ROM Crses - Summer	0.00	Static
Unit Costs for SER/BC/ROM Crses - Overall	0.00	Static
Unit Costs per All SCH - On campus FS	99.00	Irregular
Unit Costs per All SCH - Off campus FS	0.00	Static
Unit Costs per All SCH - Summer	73.00	Declining
Unit Costs per All SCH - Overall	95.00	Irregular
Unit Costs for All Crses - On campus FS	72,533.00	Irregular
Unit Costs for All Crses - Off campus FS	0.00	Static
Unit Costs for All Crses - Summer	8,277.00	Declining
Unit Costs for All Crses - Overall	80,810.00	Irregular

UNDERGRADUATE

Brief Conclusion from Data

The cost per major in Sport Management is very low. The average cost from 2007-2009 is 22% of the cost per major for the college, and 20% of the University cost per major. The cost per major SCH has varied over the three year period for which data are provided, but the average of \$95 is well below the College, University, and Delaware Study averages. The program faculty teaches no University Studies, service, or Rom courses so there are no data to report for these categories.

Additional Data or Comments

Net cost for this program is -\$112,194.

Plan to Address

A new term faculty member in this program would generate more SCH revenue, revenue from University Studies courses, alleviate the heavy advising burden on existing faculty, and help student conclude their studies faster by allowing additional course offerings..

Brief Follow Up on Outcomes of Plans to Address from Last Review

Nothing to report.

Program Review Final University Committee Chair Comments

IV. CONTRIBUTION TO UNIVERSITY STUDIES AND COURSES SERVING OTHER PROGRAMS

UNIT SCH FROM UNIVERSITY STUDIES AND COURSES SERVING OTHER PROGRAMS					
	AY07	AY08	AY09	Year 4	Year 5
University Studies: On Campus FS	0	0	0		
University Studies: Off Campus FS	0	0	0		
University Studies: Summer	0	0	0		
University Studies: Total	0	0	0		
Services: On Campus FS	0	0	0		
Services: Off Campus FS	0	0	0		
Services: Summer	0	0	0		
Services: Total	0	0	0		
ROM: On Campus FS	0	0	0		
ROM: Off Campus FS	0	0	0		
ROM: Summer	0	0	0		
ROM: Total	0	0	0		
Business Core: On Campus FS	0	0	0		
Business Core: Off Campus FS	0	0	0		
Business Core: Summer	0	0	0		
Business Core: Total	0	0	0		

UNIT SCH SUMMARY		
Measure	Mean	Trend
University Studies: On Campus FS	0.0	Static
University Studies: Off Campus FS	0.0	Static
University Studies: Summer	0.0	Static
University Studies: Total	0.0	Static
Services: On Campus FS	0.0	Static
Services: Off Campus FS	0.0	Static
Services: Summer	0.0	Static
Services: Total	0.0	Static
ROM: On Campus FS	0.0	Static
ROM: Off Campus FS	0.0	Static
ROM: Summer	0.0	Static
ROM: Total	0.0	Static
Business Core: On Campus FS	0.0	Static
Business Core: Off Campus FS	0.0	Static

Business Core: Summer	0.0	Static
Business Core: Total	0.0	Static

UNDERGRADUATE

Brief Conclusion from Data

No data -- No University Studies, Service, or ROM courses

Additional Data or Comments

Plan to Address

Brief Follow Up on Outcomes of Plans to Address from Last Review

Program Review Final University Committee Chair Comments

V. EXTERNAL DEMAND

EXTERNAL DEMAND DATA UNDERGRADUATE										
	AY07		AY08		AY09		Year 4		Year 5	
ACT DATA										
	N	ACT	N	ACT	N	ACT	N	ACT	N	ACT
No. Identifying Planned Major										
UNIT Totals			0	0.00						
No. of ACT Scores to Southeast										
UNIT Totals			0	0.00						
Yield: No. Enrolled at Southeast										
UNIT Totals			0	0.00						

SUMMARY UNDERGRADUATE		
	Mean	Trend
Yield: No. Enrolled at Southeast		
UNIT Totals	0.0	

Additional Data Available at http://www.missourieconomy.org/occupations/occ_proj.stm

UNDERGRADUATE

Brief Conclusion from Data

The data provided did not include any external demand information for this program. Given that there is great interest in this program among the prospective students we see, there must not be an appropriate category for this major.

Additional Data or Comments

Anecdotally, at Show Me Day events 90% of the students who visit the department table are interested in Pre-Physical Therapy, Athletic Training, and Sport Management. Based on the data from the College of Health and Human Services Advising Office approximately 20% of the majors in HHPR who attended First Step (N=97) were declared Sport Management majors.

Plan to Address

Brief Follow Up on Outcomes of Plans to Address from Last Review

Program Review Final University Committee Chair Comments

VI. QUALITY OF PROGRAM INPUTS

UNDERGRADUATE					
Measure	AY07	AY08	AY09	Year 4	Year 5
ACT	21.15	21.04	22.32		
Selected Merit Scholarships	2.00	1.00	4.00		
High School GPA	3.20	3.15	3.44		
CBASE Composite	0.00	0.00	0.00		
CBASE English	0.00	0.00	0.00		
CBASE Math	0.00	0.00	0.00		
CBASE Science	0.00	0.00	0.00		
CBASE Social Studies	0.00	0.00	0.00		
CBASE Writing	0.00	0.00	0.00		

COMPARISONS UNDERGRADUATE															
	AY07			AY08			AY09			Year 4			Year 5		
	COLL	UNIV	NAT	COLL	UNIV	NAT	COLL	UNIV	NAT	COLL	UNIV	NAT	COLL	UNIV	NAT
ACT	21.47	22.24	21.10	21.63	22.38	21.20	21.85	22.59	21.10						
High School GPA	3.31	3.31		3.27	3.29		3.35	3.40							
CBASE Composite	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE English	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE Math	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE Science	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE Social Studies	0.00	0.00		0.00	0.00		0.00	0.00							
CBASE Writing	0.00	0.00		0.00	0.00		0.00	0.00							

SUMMARY UNDERGRADUATE		
Measure	Mean	Trend
ACT	21.58	Irregular
High School GPA	3.22	Irregular
CBASE Composite	0.00	Static

UNDERGRADUATE

Brief Conclusion from Data

ACT scores are on par with the college mean, slightly below the University average, and above the National average. Mean High School GPA is slightly below the College and University averages. The number of merit scholarship recipients has fluctuated slightly but in 2008-2009 stands at 4.

Additional Data or Comments

Plan to Address

Brief Follow Up on Outcomes of Plans to Address from Last Review

Program Review Final University Committee Chair Comments

VII. QUALITY OF PROGRAM OUTPUTS

WP003 UNDERGRADUATE										
	AY07		AY08		AY09		Year 4		Year 5	
	N	%	N	%	N	%	N	%	N	%
>= 9.5 (superior)	1	5.55	1	6.25	3	11.11				
8.0 - 9.0 (proficiency)	13	72.22	12	75.00	17	62.96				
7.0 - 7.5 (marginal pass)	4	22.22	3	18.75	5	18.51				
< 7.0 (fail)	0	0.00	0	0.00	2	7.40				
Unit First Time Pass Rate	17	94.44	16	100.00	27	100.00				
Unit Mean	18	8.22	16	8.31	27	8.14				

WP003 COMPARISONS UNDERGRADUATE					
	AY07	AY08	AY09	Year 4	Year 5
College Mean	8.21	8.35	8.20		
College Pass Rate	97.15	97.61	99.06		
University Mean	8.25	8.34	8.35		
University Pass Rate	97.99	98.74	98.23		

WP003 SUMMARY UNDERGRADUATE		
Method	Mean	Trend
WP003 Mean	8.21	Irregular

UNDERGRADUATE

Brief Conclusion from Data

WP 003 first time pass rate has been above the College and University rate for the past two academic years. Mean scores have been roughly equivalent to the College and University averages.

Additional Data or Comments

Many internships in Sport Management are extremely competitive. Professional sport organizations such as the LPGA, NBA, and NFL have competitive processes which involve multiple layers of application and interview. We have had students make it to the last level of the NBA internship interview process; several students have worked for organizations within NASCAR, such as the racing tracks themselves; and Sport Management students have worked for NHL franchises during

internships. Most impressive is the relationship with Rawlings Sporting Goods. Several students have interned with Rawlings in St. Louis in the Marketing Department. Each of these students have been offered employment with Rawlings.

Plan to Address

Writing skill development has been a point of emphasis for the department. Several years ago each unit within the department identified two writing intensive courses. As with all units the writing intensive courses need to be revisited.

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VIII. CURRENCY OF CURRICULUM

UNDERGRADUATE

What steps have you taken to ensure that your programs and courses are up-to-date and effective?

In 2005 the Sport management program received Program Approval from the Sport Management Program Review Council. This particular credential was based solely on the program meeting identified course content in multiple courses. This body is now moving toward an accreditation which is outcome based. Efforts over the last year have focused on establishing assessment methods and not on addressing the curriculum. The curriculum in Sport Management is current and meets the guidelines set forth by the major Sport Management professional organizations. The curriculum at Southeast is superior to the curriculum of many other programs because of the Business Administration minor requirement. This requirement enhances the Southeast Sport Management major's knowledge base and skill set.

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IX. IMPACT, JUSTIFICATION, AND OVERALL ESSENTIALITY TO THE SOUTHEAST MISSION

UNDERGRADUATE

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X. PLANNING FOR THE FUTURE

Given impending personnel and environmental changes, how do you envision the configuration of your unit in five years? What components would be phased out? What components would be reduced in size? What components will have grown? What new components will have been developed? What other units might be involved in the new components?

UNDERGRADUATE

In 5 years the look of the sport management program will be largely dependent upon the number of FTE dedicated to this program. If the current FTE allotment does not change the program will be strengthened but there will be few overt changes. With the addition of another faculty member development of areas of emphasis may be possible. There also exists the possibility of developing interdisciplinary University Studies courses with Mass Communications or Business, but only with additional personnel. This program has been very successful as a one person show, it is time to add faculty to allow this program to develop to its full potential.

The current plan calls for seeking accreditation in 2012 through the Council on Sport Management Accreditation. Currently we are working on establishing prerequisites for admission to improve student retention. Through some Sport Management programs have developed options or areas of emphasis to allow students to specialize in collegiate athletics, golf course management, or international sports, our program will continue to feature a general sport management curriculum with a required business administration minor.

Other possible actions:

Development of high school athletics specific course(s) to strengthen the Coaching minor.

Had informal discussion with Agriculture about Golf Course Management minor in the past. May revisit this topic with Agriculture faculty.

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DEANS' COMMENTS

Final University Committee Chair Comments on Entire Document

Provost's Decision